

**Gates & Cooper** *LLP*

Howard Hughes Center  
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Los Angeles, California 90045

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**FAX TRANSMISSION TO USPTO**

TO: Commissioner for Patents  
Attn: Examiner Daniel Lastra  
Patent Examining Corps  
Facsimile Center  
Alexandria, VA 22313-1450

FROM: George H. Gates  
OUR REF.: 9998  
TELEPHONE: (310) 642-4146

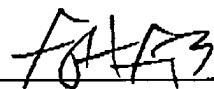
Total pages, including cover letter: 31

**PTO FAX NUMBER: 571-273-8300**


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Title of Document Transmitted:	TRANSMITTAL DOCUMENTS (2) AND AMENDMENT UNDER 37 C.F.R. §1.111
Applicant:	Judith A. Bayer et al.
Serial No.:	09/998,750
Filed:	November 30, 2001
Group Art Unit:	3622
Title:	AUTOMATED PROMOTION RESPONSE MODELING IN A CUSTOMER RELATIONSHIP MANAGEMENT SYSTEM
Our Ref. No.:	9998

Please charge all fees to Deposit Account No. 50-4370 of Teradata Corporation, the assignee of the present application.

By:   
Name: George H. Gates  
Reg. No.: 33,500

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Signature

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Duc Date: December 4, 2008

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant:	Judith A. Bayer et al.	Examiner:	Daniel Lastra
Serial No.:	09/998,750	Group Art Unit:	3622
Filed:	November 30, 2001	Docket:	9998
Title:	AUTOMATED PROMOTION RESPONSE MODELING IN A CUSTOMER RELATIONSHIP MANAGEMENT SYSTEM		

**CERTIFICATE OF MAILING OR TRANSMISSION UNDER 37 CFR 1.8**

I hereby certify that this correspondence is being filed via facsimile transmission to the U.S. Patent and Trademark Office on December 4, 2008.

By: Kathleen Krochko  
Name: Kathleen Krochko

Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Dear Sir:

We are transmitting herewith the attached:

- ☒ Transmittal sheet, in duplicate, containing a Certificate of Mailing or Transmission under 37 CFR 1.8.
- ☒ Amendment Under 37 C.F.R. §1.111.

**CLAIMS PRESENT**

Claims Remaining:	Highest Number Previously Paid For:	Number Extra	Rate	Fee
<b>Total Claims</b>				
21	21	0	x \$50.00	= \$0.00
<b>Independent Claims</b>				
3	3	0	x \$210.00	= \$0.00
MULTIPLE DEPENDENT CLAIM FEE				\$0.00
TOTAL FILING FEE				\$0.00

Please consider this a **PETITION FOR EXTENSION OF TIME** for a sufficient number of months to enter these papers, if appropriate.

Please charge all fees to Deposit Account No. 50-4370 of Teradata Corporation (the assignee of the present application). A duplicate of this paper is enclosed.

Customer Number 26890

GATES & COOPER LLP

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6701 Center Drive West, Suite 1050  
Los Angeles, CA 90045  
(310) 641-8797

By: \_\_\_\_\_

Name: George H. Gates  
Reg. No.: 33,500  
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AMENDMENT UNDER 37 C.F.R. §1.111

## MAIL STOP AMENDMENT

Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Dear Sir:

In response to the Office Action dated September 4, 2008, please amend the above-identified application as follows.